

Erfan Loghmani

Curriculum Vitae/Resume

Research Interests

Digital Marketing, Health Economics and Public Policy, Advertising, Behavioral Economics

Methods

Causal Inference, Active Learning, Machine Learning, Econometrics

Education

2021–present **Ph.D. in Quantitative Marketing**, *University of Washington - Michael G. Foster School of Business*, Current GPA: 3.81.

Relevant courses: Microeconomics & Econometrics Sequence, Interactive Learning, Dynamic Choice Models, Applied Microeconomics, Non-cooperative Game Theory, Natural Language Processing, Empirical Industrial Organization, Machine Learning for Big Data, Seminar on Machine Learning Methods

Advisors: Prof. Ali Goli, Prof. Hema Yoganarasimhan, Prof. Lalit Jain

2018–2021 **Master of Science in Artificial Intelligence**, *Sharif University of Technology*, Tehran Iran.
Advisor: Prof. MohammadAmin Fazli

2014–2018 **Bachelor of Science in Computer Engineering**, *Sharif University of Technology*, Tehran Iran.

Papers

- Jain, L., Li, Z., **Loghmani, E.**, and Mason, B., Yoganarasimhan, H., “Effective Adaptive Exploration of Prices and Promotions in Choice-Based Demand Models,” forthcoming in **Marketing Science**, Available at SSRN
- **Loghmani, E.** and Goli, A., “Investigating the Impact of Advertising on Smoking Cessation: The Role of DTC Prescription Drug Advertising,” under review at **Marketing Science**, Available at SSRN
- Fazli, M., Alian, P., Owfi, A., **Loghmani, E.** (2024), “RPS: Portfolio Asset Selection using Graph based Representation Learning,” *Intelligent Systems with Applications*, 200348.
- **Loghmani, E.**, Fazli, M., “Effect of Choosing Loss Function when Using T-batching for Representation Learning on Dynamic Networks,” second round review at *Information Sciences*, Available at arXiv

Presentations

2024 Program In Health Economics And Outcomes Research Methodologies UW CHOICE

Teaching Experience

Teaching assistant	Customer Analytics, Winter 2024
Teaching assistant	Pricing Strategy and Analytics, Spring 2022, Winter 2023
Teaching assistant	Customer Analytics, Fall 2022
Teaching assistant	Analytics for Marketing Decisions, Winter 2022

Work Experience

Technical Team Member	Rooberah.co , <i>July 2019 - July 2020, June 2021 - August 2021</i> . At Rooberah.co, I played a key role in the development of a Software as a Service (SaaS) platform aimed at boosting online store sales through the utilization of experimentation and machine learning techniques like recommender systems. My primary responsibility involved designing and implementing innovative features. Throughout my term, I demonstrated my proficiency in coding and my ability to translate complex algorithms into practical solutions within a dynamic and fast-paced environment.
Software Engineer	Pushe.co , <i>May 2018 - February 2019</i> . At Pushe.co, I started as a backend developer, utilizing the Django web framework to create robust web applications. Later, I joined the Data team, where I designed and implemented data science methods for fraud detection and CTR prediction. Through machine learning and statistical modeling, I contributed to data-driven decision-making. My experience at Pushe.co showcased my versatility in software engineering and data science, delivering valuable solutions.

Computer skills

Advanced	PYTHON (PyTorch, Tensorflow, Pandas), C/C++
Intermediate	R, Stata, Matlab, Bash, PHP, javascript, Java, HTML, \LaTeX , Linux
Familiar with	Octave, Scala